

New American Healthy Eating Survey

Results Summary, October 2013

Survey Description

The New American Healthy Eating Survey was created by the Vermont Office of Minority Health, in collaboration with the Winooski Coalition for a Safe and Peaceful Community, and was modeled after the Healthy Retailers Community Assessment and Store Audit survey. The purpose of this survey was to learn about: shopping habits among new Americans in the Winooski community, to see if they purchase or would like to purchase fresh fruits and vegetables, the particular grocery store(s) where they shop, and to determine their level of satisfaction with various aspects of local stores. Survey results will be used to encourage retailers in Winooski to enroll in the Healthy Retailers “Small Change/Big Impact” initiative and to stock their stores with healthier food choices. The results may also lead to further investigation of the need for additional grocery store availability as some areas in Winooski are considered “food deserts.”

A note of caution when reviewing results from this survey. A small number of people (34), who were not randomly selected, answered the survey questions. As such, responses may not represent the entire population of new Americans living in Winooski. In addition, most questions were worded to represent the store respondents shopped at most often; however, most respondents indicated more than one store that they shop at. Because of this, it is unclear if responses are referring to a grocery store, a specialty store, a convenience store, or all three types.

Respondents

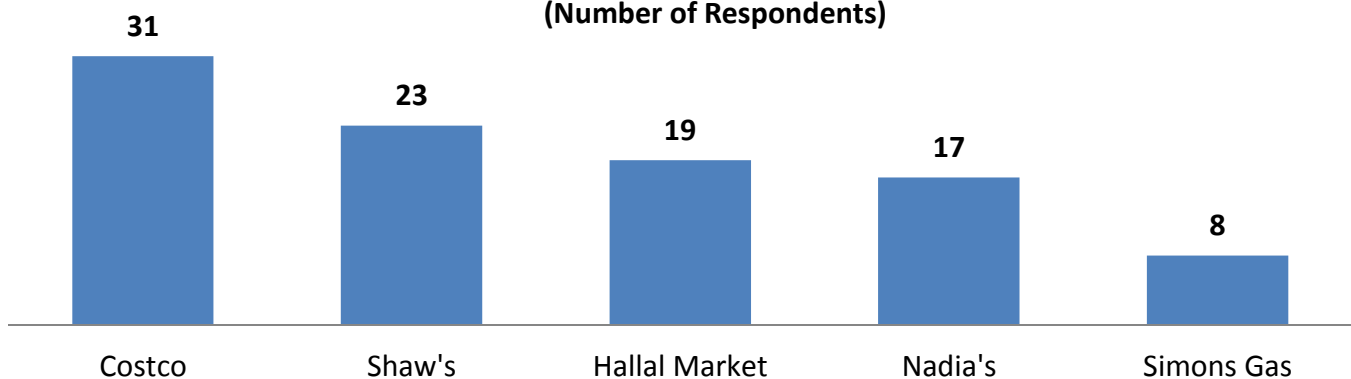
Of the 34 people who responded to the survey, most were female and between the ages of 30-49. The countries of origin most represented among survey respondents include Somalia, Burundi, and Burma. Everyone taking the survey lived in Winooski.

Results

Stores Respondents Shop At

A majority of respondents shop at Costco, Shaw's, and Hallal Market (figure 1). Respondents had an opportunity to identify additional stores they shop at, aside from the Winooski stores listed on the survey. Other stores they shop at include Namaste, Hannaford's, and Price Chopper. Less than 5 respondents said they shop at Sammy's Quick Stop, Good Luck Store, Chick's Market, or the Citgo Gas Station in Winooski.

Figure 1. Stores Respondents Shopped At
(Number of Respondents)



Note: All but four respondents listed more than one store that they shop at.

Fresh Fruits and Vegetables

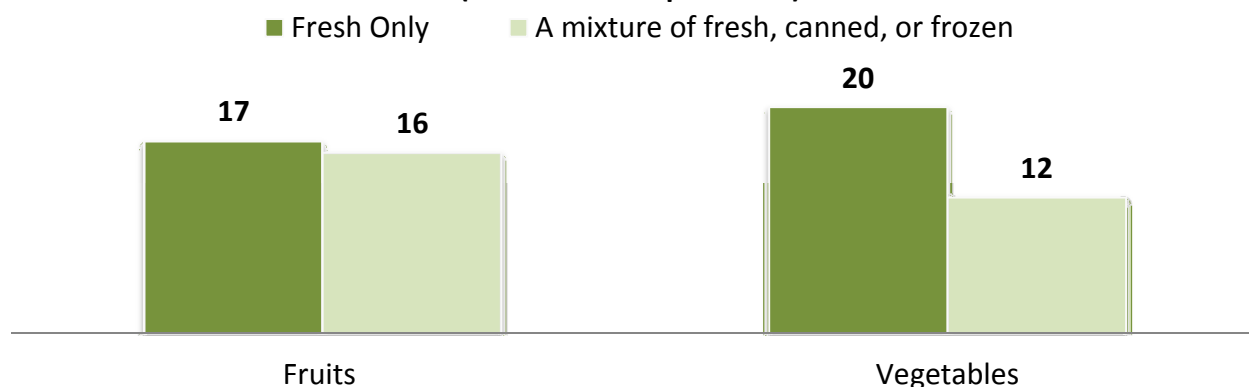
Respondents were asked how much they agree or disagree with the following statements:

Statements in Survey	Strongly Agree (n)	Somewhat Agree (n)
I prefer to go to a store that sells fresh fruits and vegetables rather than a store that does not.	28	5
[At the grocery store(s) they shop at most often] I buy fresh fruits and vegetables if they are available.	22	8
[At the grocery store(s) they shop at most often] I buy fresh fruits and vegetables if they are good quality.	22	7

Note: None of the respondents disagreed with any of the statements.

Respondents were asked what types (fresh, canned, or frozen) of fruits and vegetables they usually buy when grocery shopping (figure 2). Interestingly, all respondents who answered this question said they buy fresh fruits and vegetables and half or more *only* buy fresh fruits and vegetables. About half buy fresh, canned, or frozen fruit, whereas about one third buy their vegetables fresh, canned, or frozen.

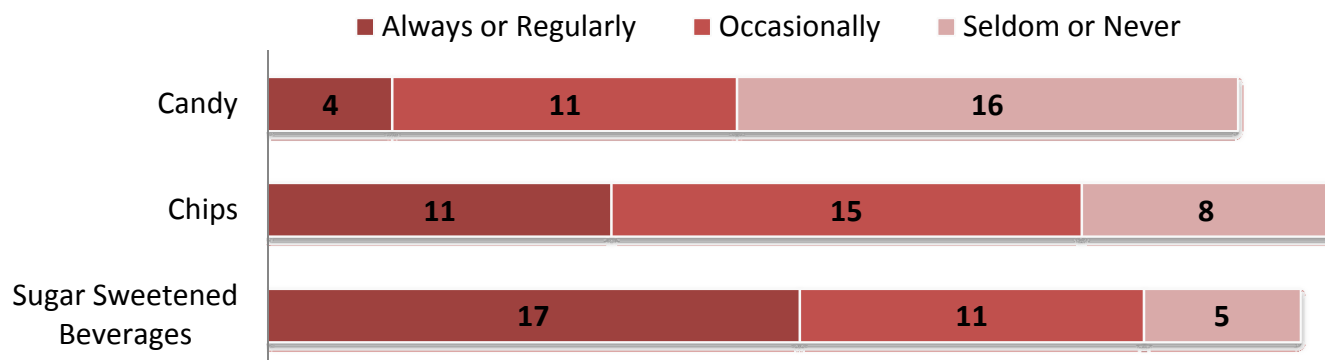
Figure 2. Types of Fruits and Vegetables Usually Bought
(Number of Respondents)



Unhealthy Foods

Survey respondents were asked how often they purchase candy, chips, and sugar sweetened beverages while grocery shopping. Results show that more respondents (17 people) always or regularly buy sugar sweetened beverages, compared to chips (11 people) or candy (4 people) (figure 3).

Figure 3. How Often Unhealthy Foods are Purchased
(Number of Respondents)

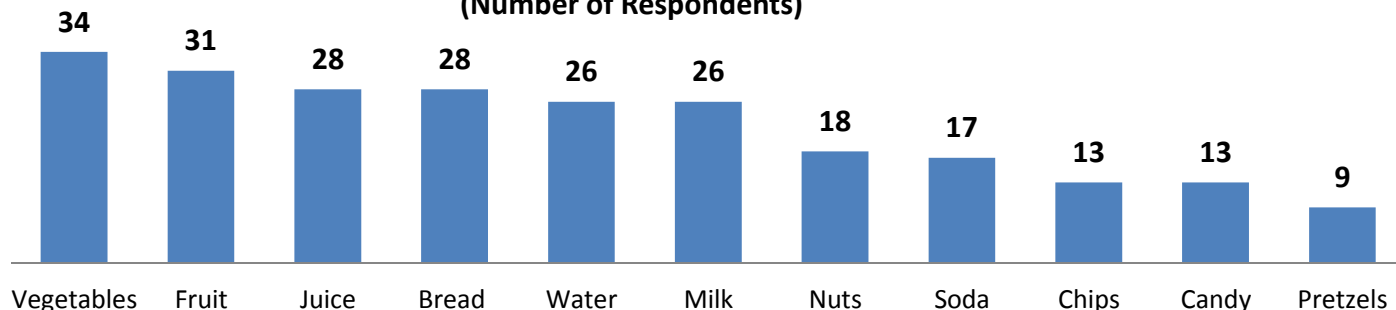


Note: Sugar sweetened beverages include drinks such as soda, sports or energy drinks, or juice that is not 100% juice.

Foods Usually Bought

More than 25 respondents indicated they usually buy vegetables, fruit, juice, bread, water, and milk when they grocery shop. Less than 20 respondents said they usually purchase nuts, soda, chips, candy, or pretzels (figure 4). Fewer than five respondents also said they usually purchase meat, fish, cassava, rice, and noodles while grocery shopping.

Figure 4. Foods Usually Bought
(Number of Respondents)



Shopping Habits

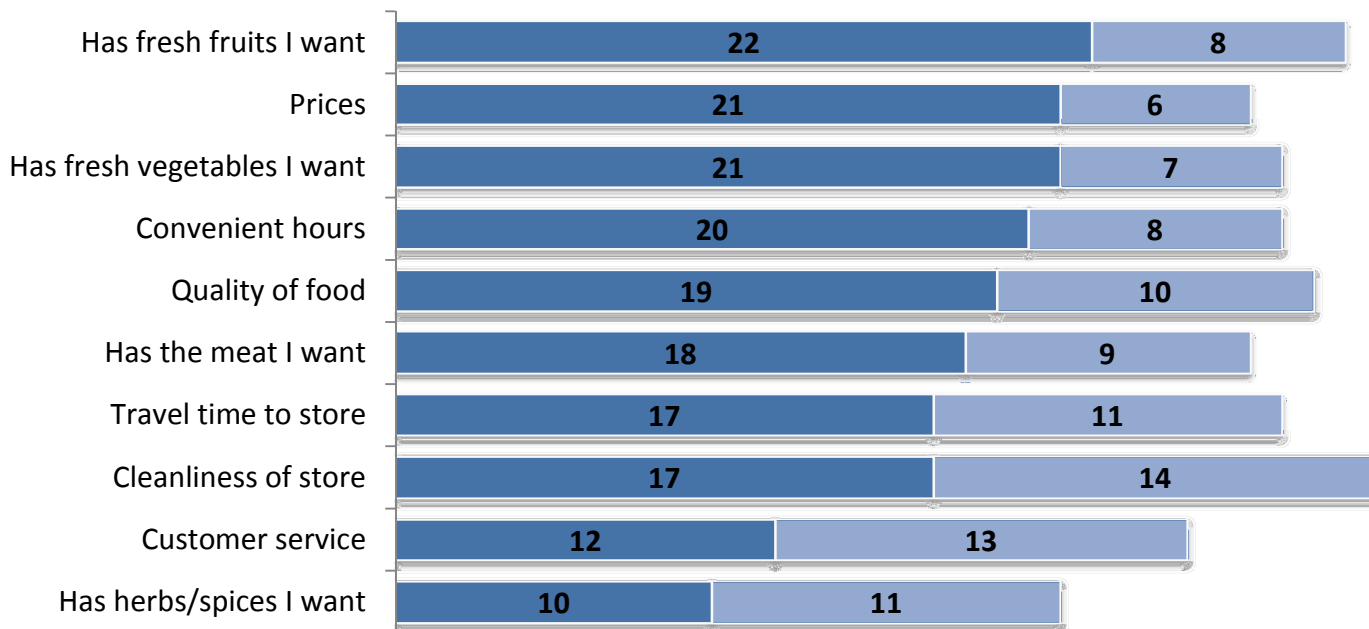
A majority of respondents shop every one to two weeks, spend more than \$31.00 per trip, and indicated the reasons they shop at the store(s) they do includes reasonable pricing, it has the types of foods they like to eat, location, and they can get there easily. In addition, 31 respondents said they drive and/or get a ride and 18 said they walk. Few respondents said they ride a bike, take the bus, or send someone.

Respondents were asked about their satisfaction with various aspects of the local store(s) they shop at. The only category people indicated some dissatisfaction with was "Has herbs and spices I want".

Most respondents indicated that they were very or somewhat satisfied with the following:

Figure 5. Satisfaction With Local Store
(Number of Respondents)

■ Very Satisfied
■ Somewhat Satisfied



For questions about this report, please contact: Pat Nelson-Johnson, Minority Health Coordinator
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